

Message Text

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PAGE 01 STATE 008147
ORIGIN COME-00

INFO OCT-01 ARA-06 ISO-00 EB-07 CU-02 SIG-01 USIA-06 BIB-01
/024 R

DRAFTED BY COM/OBRA/BDC/TCORLESS
APPROVED BY EB/OCA/CM/JJREILLY
COM/OIM/BIC/JBLOW/BRAZIL
COM/OIM/BIC/TKBREWER/ANDEAN
COM/OIM/BIC/EOOLSEN/EM/AD
STATE/EB/OCA/ARA/ECD/DLACEY
STATE/WSIA/ILA/GEO.MILLER
ARA/ECP/KRICHARDSON (INFO)
ARA/AND/ALEXANDER S. FULLER
CU/ARA/DIANE SALISBURY

-----140232Z 036130 /71

R 132124Z JAN 77
FM SECSTATE WASHDC
TO AMEMBASSY LIMA
INFO AMEMBASSY BOGOTA
AMEMBASSY BUENOS AIRES
AMEMBASSY CARACAS
AMEMBASSY LA PAZ
AMEMBASSY QUITO
AMEMBASSY SANTIAGO
AMEMBASSY BRASILIA
AMCONSUL RIO DE JANIERO
AMCONSUL SAO PAULO

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E.O. 11652: N/A

TAGS: BEXP, BTEL, PE, CO, VE, EC, CI, BL, AR, BR

SUBJECT: COLOR TV SYSTEM FOR PERU
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REF: STATE (A) 238142; (B) 300363 (LIMA ONLY)
(C) LIMA 9235 (NOTAL)

1. POST IS ALREADY AWARE OF THE INFORMAL VISIT TO LIMA
OF GEORGE JACOBS, DIRECTOR OF RESEARCH AND ENGINEERING

FOR THE U.S. BOARD FOR INTERNATIONAL BROADCASTING. HE IS PREPARED TO DISCUSS ADVANTAGES OF NTSC COLOR SYSTEM WITH GOP OFFICIALS AT DISCRETION OF POST.

2. THE SUBJECT OF DEMONSTRATIONS OUTSIDE THE U.S. AND INDUSTRY SPONSORED TOURS TO THE U.S. HAS BEEN DISCUSSED AND THOROUGHLY EXPLORED WITH ALL U.S. COLOR T.V. RECEIVER AND TRANSMITTER MANUFACTURERS, AND WITH THE CONSUMER ELECTRONICS GROUP OF THE ELECTRONICS INDUSTRIES ASSOCIATION.

3. BECAUSE PAST U.S. DEMONSTRATIONS IN BRAZIL, ARGENTINA AND VENEZUELA, AND SEVERAL U.S. INDUSTRY SPONSORED VISITS TO THE U.S. FAILED TO PRODUCE A DECISION FOR THE U.S. N.T.S.C. COLOR SYSTEM THE U.S. COMPANIES (SINGLEY OR COLLECTIVELY) FEEL THEY CANNOT JUSTIFY FURTHER EXPENDITURES. FURTHER, COMMERCE INFERS FROM THE DISCUSSIONS WITH INDUSTRY THAT THE PRESENT BUSINESS CLIMATE IS NOT FAVORABLE TO INDUSTRY SPONSORED VISITS OF FOREIGN OFFICIALS IN POLICY POSITIONS.

4. ALSO INFLUENCING U.S. INDUSTRY THINKING IS THE FACT THAT U.S. COMPANIES ARE PRODUCING PAL-M RECEIVERS IN BRAZIL AND THAT U.S. INDUSTRY CAN REASONABLY DO THE SAME THROUGHOUT LATIN AMERICA, THROUGH LOCAL ASSEMBLERS OR DIRECTLY.

5. HOWEVER: THE LOWER PRODUCTION COST OF THE U.S. NTSC RECEIVER, ESTIMATED AT 5 TO 10 PERCENT; THE FACT THAT LIMITED OFFICIAL USE

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PROGRAMS FROM THE U.S. AND MEXICO CAN BE EXCHANGED DIRECTLY WITHOUT AN EXPENSIVE ELECTRONIC TRANSLATOR; AND VIDEO TAPING OF PRODUCTIONS BY PERUVIANS FOR SYNDICATION TO USERS OF NTSC SYSTEMS IN THE U.S. AND MEXICO SHOULD BE STRESSED TO THE POLITICAL-ECONOMIC DECISION MAKERS. MAJOR RETAILERS, BROADCASTERS, AND PROGRAM PRODUCERS, WE BELIEVE, ARE AWARE OF THESE ADVANTAGES, HOWEVER, IT WOULD HELP THE U.S. CAUSE IF THEY WERE AGAIN DISCREETLY REMINDED.

6. THE RELUCTANCE OF THE U.S. MANUFACTURING INDUSTRY TO PLAY A MORE ACTIVE ROLE AT THIS TIME IN THE PROMOTION OF THE U.S. NTSC COLOR SYSTEM, DESPITE THE OVERALL ADVANTAGES TO THE U.S. OF ITS ADOPTION IN LATIN AMERICA, CAN BE FAVORABLY EXPLOITED IN DISCUSSIONS WITH OFFICIALS BY INDICATING THAT THE U.S. POSITION IS BASED ON THE ECONOMIC AND TECHNICAL ADVANTAGES OF THE NTSC SYSTEM TO THE INDIVIDUAL COUNTRIES CONCERNED, AND ON THE ADVANTAGES OF A COMMON WESTERN HEMISPHERE COLOR TV

SYSTEM IN FACILITATING THE EXCHANGE OF CULTURAL AND EDUCATIONAL PROGRAMS.

7. IF POSTS CAN PERSUADE OFFICIALS IN THE POLITICAL-ECONOMIC-TECHNICAL DECISION MAKING AREAS TO VISIT THE U.S., TOTALLY AT THEIR OR (HERE JUSTIFIED IN TERMS OF CPP OBJECTIVES) AT LEADER GRANT EXPENSE, U.S. INDUSTRY IS WILLING TO PROVIDE SOME OR ALL OF THE FOLLOWING.

A. VISITS TO BROADCASTING FACILITIES IN NEW YORK, CHICAGO AND LOS ANGELES WITH FULL DEMONSTRATIONS OF NATIONAL PROGRAM DISTRIBUTION. THIS WILL ALSO INCLUDE A DEMONSTRATION OF THE LATEST VIR TECHNIQUE WHEREBY THE PICTURE HUE AND SATURATION ARE AUTOMATICALLY MAINTAINED FOR COLOR BROADCASTS.

B. TECHNICAL AND POLICY DECISION DISCUSSIONS COVERING THE ECONOMICS AND COST FACTORS OF THE U.S. COLOR T.V. SYSTEM (WASHINGTON, D.C.).
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C. VISITS TO PROGRAM PRODUCTION AND VIDEO TAPING COMPANIES ALONG WITH DISCUSSIONS ON DISTRIBUTION PROCESSES AND POLICIES. (HOLLYWOOD, CAL).

D. VISITS TO COLOR T.V. RECEIVER PRODUCERS (BUFFALO, INDIANAPOLIS, CHICAGO) ACCOMPANIED BY DISCUSSIONS OF MANUFACTURING COST FACTORS THAT WILL BENEFIT OTHER COUNTRIES' ECONOMICS IF THE U.S. SYSTEM IS SELECTED.

E. ON A RANDOM BASIS, AND AT THE OPTION OF THE FOREIGN VISITOR HOME VIEWING OF COLOR T.V. IN MOUNTAINOUS, FLAT DESERT OR WOODED TERRAIN, (WASHINGTON, D.C., APPALACHIA, INDIANAPOLIS, LAS VEGAS).

8. PLEASE DISCUSS THIS WITH HOST GOVERNMENT DECISION MAKING OFFICIALS AND LOCAL BROADCASTING AND MANUFACTURING EXECUTIVES. IF THEY CAN PAY ALL OF THEIR OWN EXPENSES U.S. INDUSTRY WILL DO ITS BEST TO CONVINCE OFFICIAL VISITORS OF THE REAL BENEFITS OF THE U.S. COLOR T.V. SYSTEM. IF COSTS ARE A PROBLEM, POSTS MAY WISH TO CONSIDER THIS A PRIORITY LEADER GRANT ITEM.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TELEVISION BROADCASTING, TELEVISION SYSTEMS, TRADE VISITS
Control Number: n/a
Copy: SINGLE
Sent Date: 13-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: OBRA/BDC/TCORLESS
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770014-0082
Format: TEL
From: STATE
Handling Restrictions: n/a
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Legacy Key: link1977/newtext/t19770154/aaaabvcvp.tel
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Litigation Codes:
Litigation History:
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Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 77 STATE 19, 77 LIMA 9235
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 15-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3604046
Secure: OPEN
Status: NATIVE
Subject: COLOR TV SYSTEM FOR PERU LIMITED OFFICIAL USE LIMITED OFFICIAL USE
TAGS: BEXP, ETEL, PE, CO, VE, EC, CI, BL
To: LIMA
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/850705da-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
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